

# EDMONTON

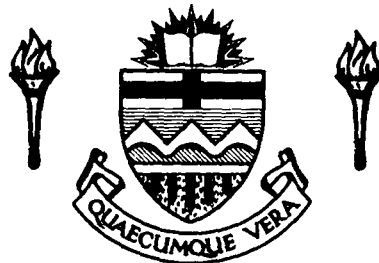


R.C.A.F. PHOTO

*The City With a Great Future*

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Presented by  
Mrs. E. Schwob  
October 9, 1975  
2488199





# *If You're in Business ..*

this brochure is designed to answer your first queries about Edmonton—briefly and clearly—with many pictures which speak better than words.

**The statements** are conservative, the figures reliable, and your request for further data will be welcomed by the Edmonton Industrial Development Board, whose files cover information on each phase of the city's development.

**Your inquiry**, and the information submitted to you, are held in confidence. Address your request to Graham W. Curtis, Industrial Commissioner, City Hall, Edmonton, Alberta, Canada.

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## EDMONTON INDUSTRIAL DEVELOPMENT BOARD

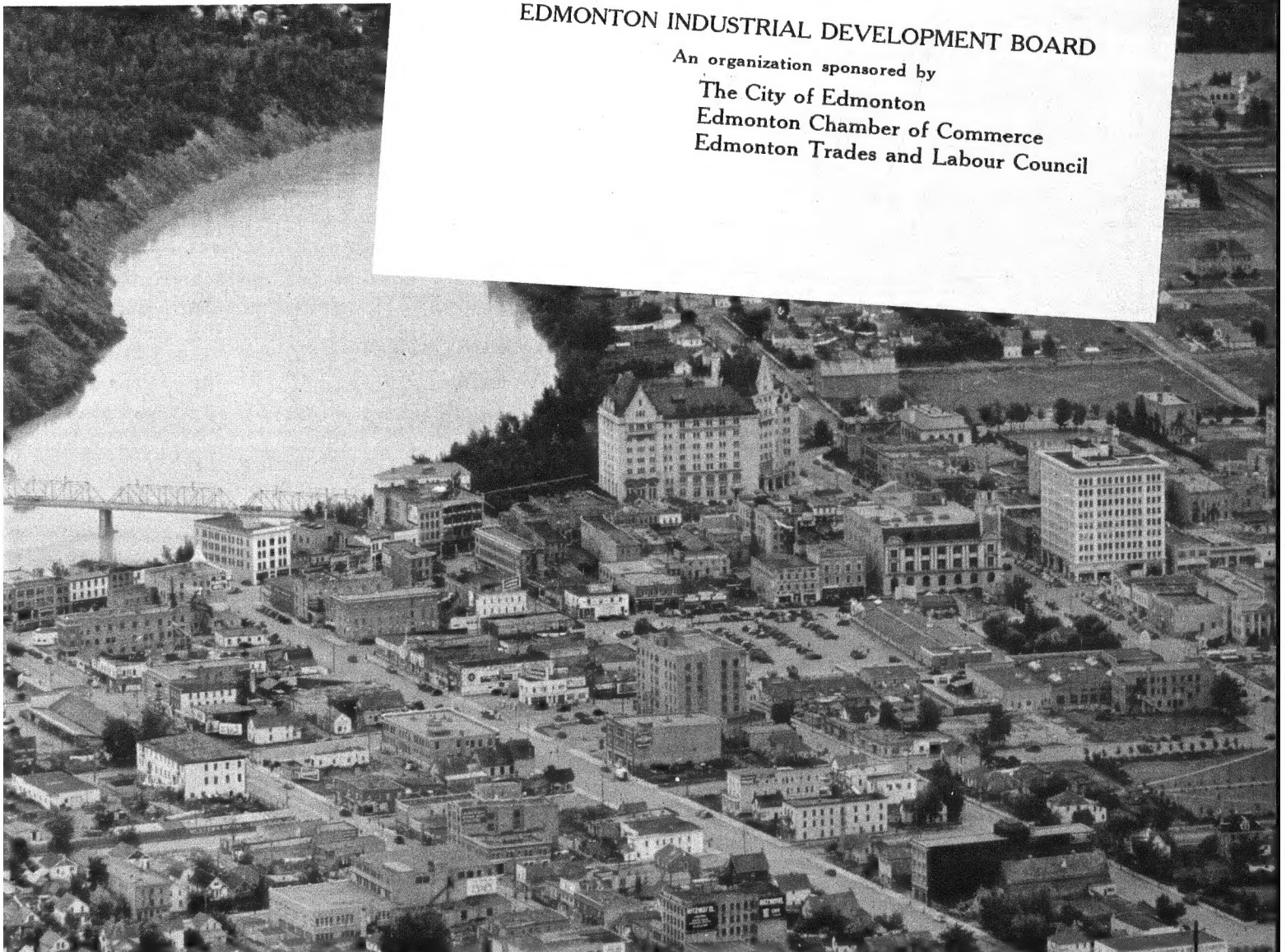
An organization sponsored by

The City of Edmonton

Edmonton Chamber of Commerce

Edmonton Trades and Labour Council

R.C.A.F. PHOTO



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# 150 YEARS OF *Progress*

**M**ORE than 150 years ago, Fort Edmonton, a Hudson's Bay trading post, was built on a site a few miles from the city centre. Destroyed by Indians about 1807, Fort Edmonton was re-established in 1808 on a location now within the present city.

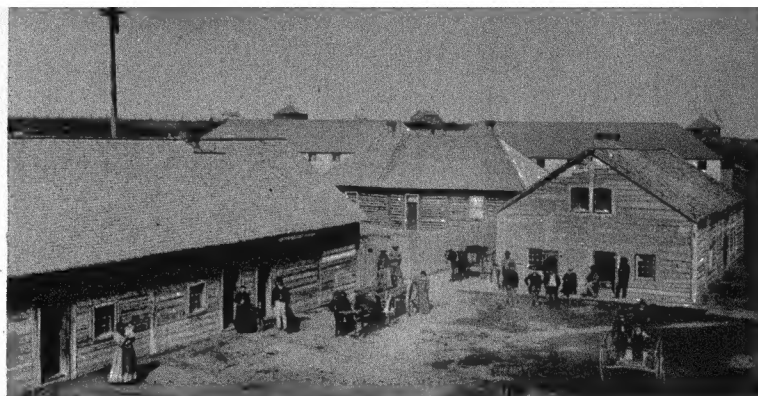
Its early history is resplendent in all the color and drama of the West, and from this small and precarious beginning, Fort Edmonton grew, and in 1869, the Hudson's Bay Company transferred the land rights—with the exception of acreage retained around the fort—to the Dominion of Canada.

Surveying followed, private property was staked, and in 1871, Edmonton was incorporated as a village. With the extension of telegraph communication in 1879, the development of private enterprise increased. A branch line of the Canadian Pacific Railway reached Strathcona (now South Edmonton) in 1891, and the following year Edmonton became a town.

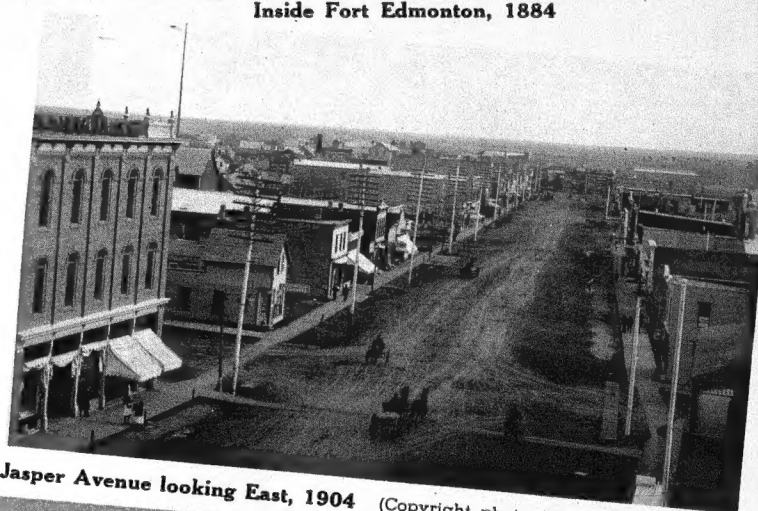
The year 1898 saw the Klondyke rush, and the overland Trail of '98 swelled the population of the thriving town, and in 1904 corporation papers were drawn up for the 'City of Edmonton.'

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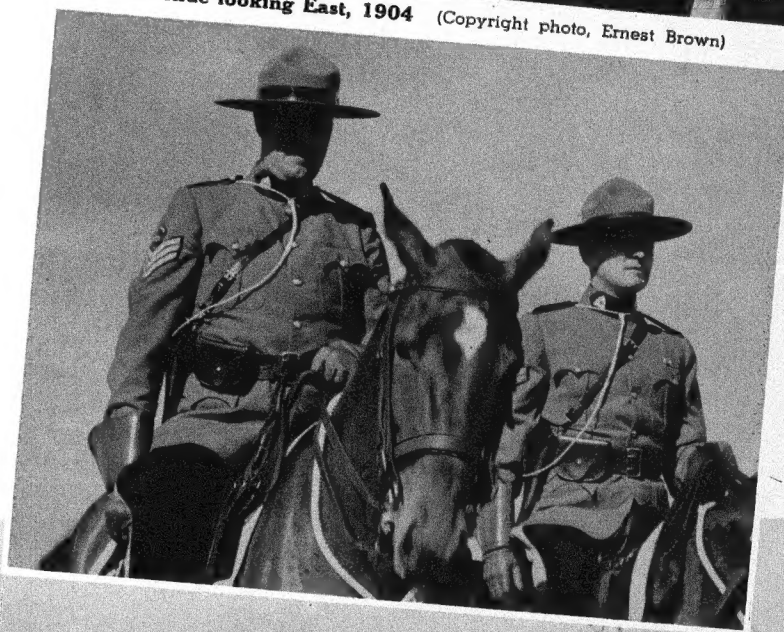
**Construction of Alberta Legislative Building and piers of High Level Bridge, 1912** (Copyright photo, Ernest Brown)

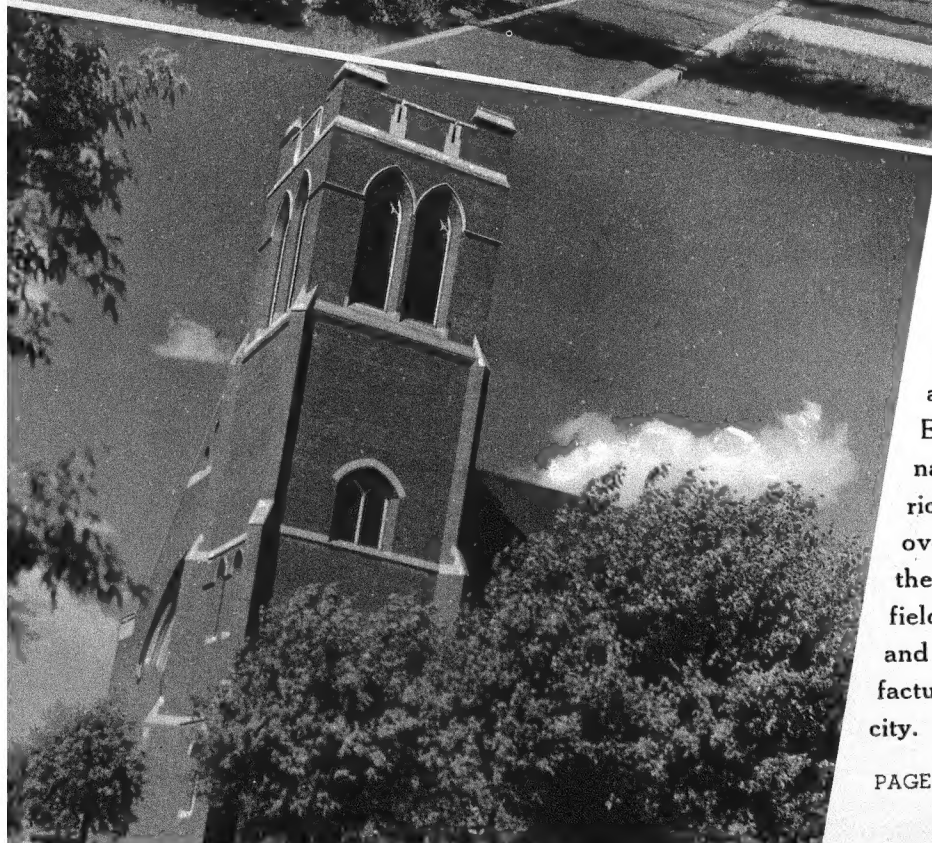
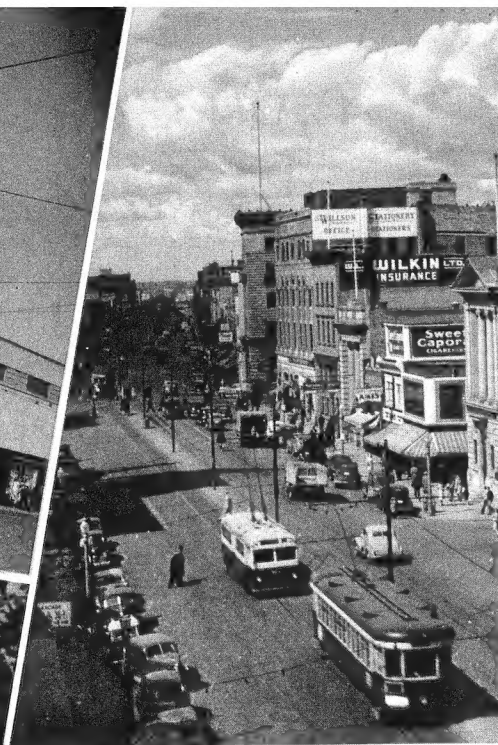


Inside Fort Edmonton, 1884



Jasper Avenue looking East, 1904 (Copyright photo, Ernest Brown)



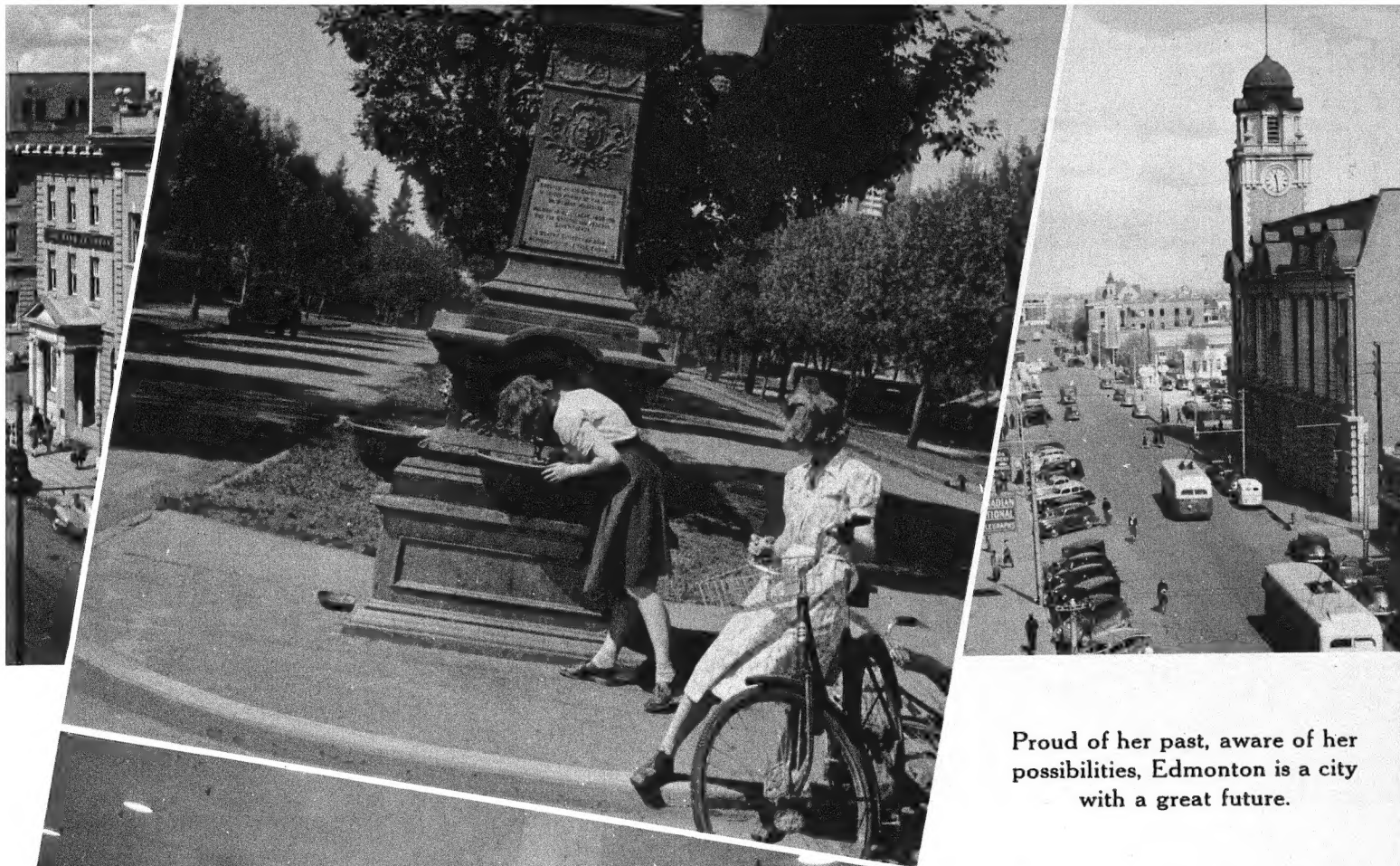


## Edmonton Now

**F**ROM that date Edmonton has grown to a city of 115,000 population, with wide paved streets, busy shopping areas and fine homes.

Beautifully appointed hotels and stores serve tourist and townsman, while adequate recreational and cultural facilities are to be had in the swimming pools, golf links, parks and sports grounds of the city; the service clubs, musical and drama groups, museum of arts, and the schools, churches, libraries and University.

Unique in its public ownership of telephone and street railway systems as well as light, water and power plants, Edmonton is also possessed of many natural advantages. Surrounded by a rich farming and lumbering district, overlying vast coal deposits, and on the edge of a boundless natural gas field, the combination of cheap fuel and raw material assures the manufacturing and industrial future of the city.



Proud of her past, aware of her possibilities, Edmonton is a city with a great future.

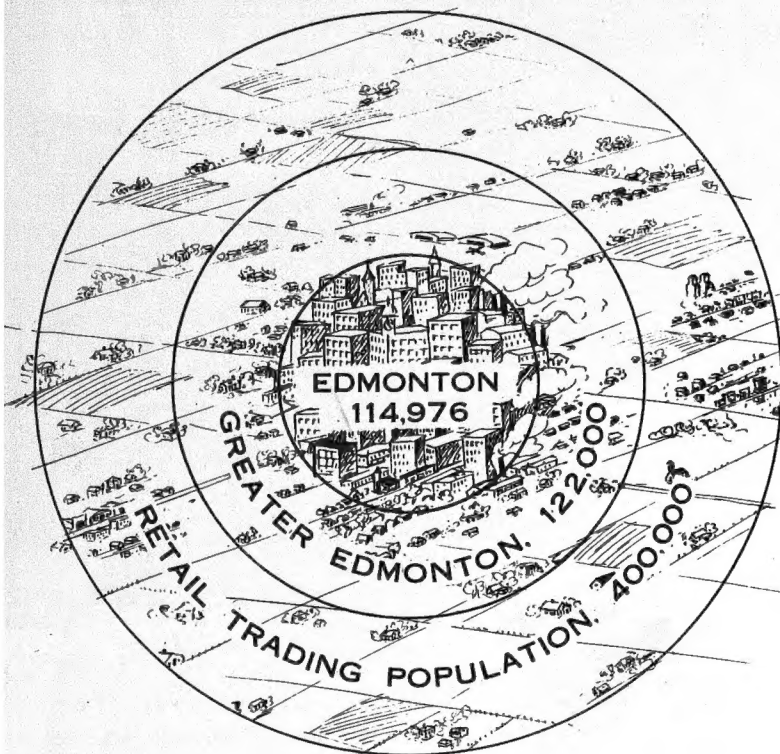
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# Population

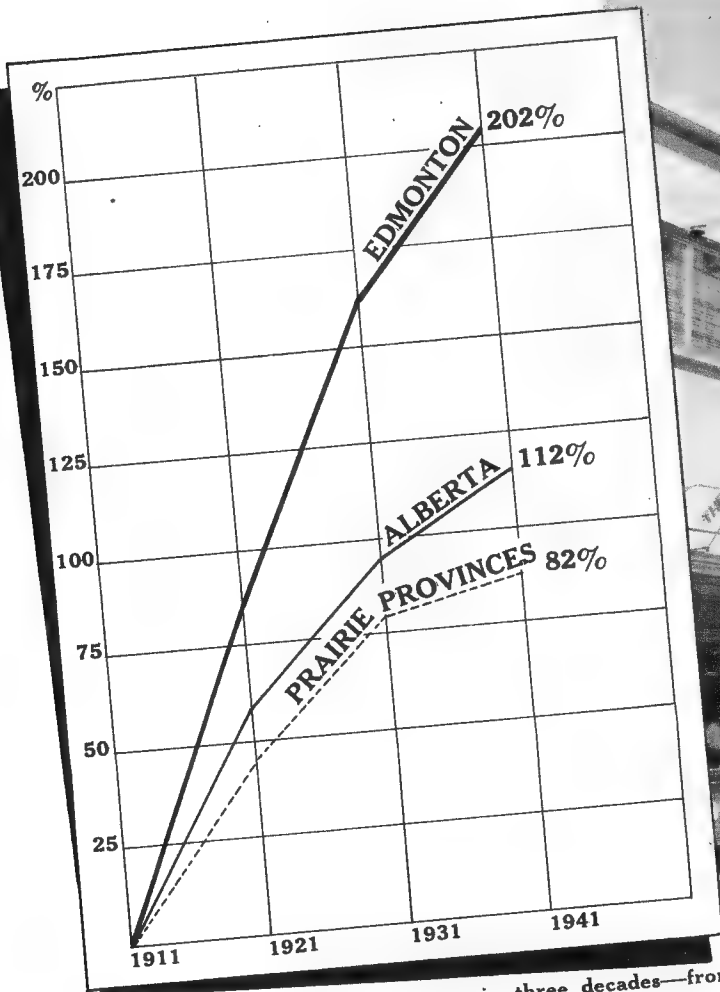
**A**LTHOUGH heavy war industries were not located here during the war years, the population of Edmonton increased rapidly. This may be accounted for in part by the influx of our American neighbors who were connected with Alaska Highway and Northern construction projects. It is noteworthy that since the cessation of hostilities, which saw the homeward return of United States citizens, Edmonton's population has continued on the upswing, and is **STILL** rising.

Business visitors to the city, after surveillance of Edmonton's raw material advantages and strategic position never fail to envisage Edmonton as the site of a huge industrial and economic metropolis.



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Percentage of population increase in three decades—from the Canada Year Book, 1945.

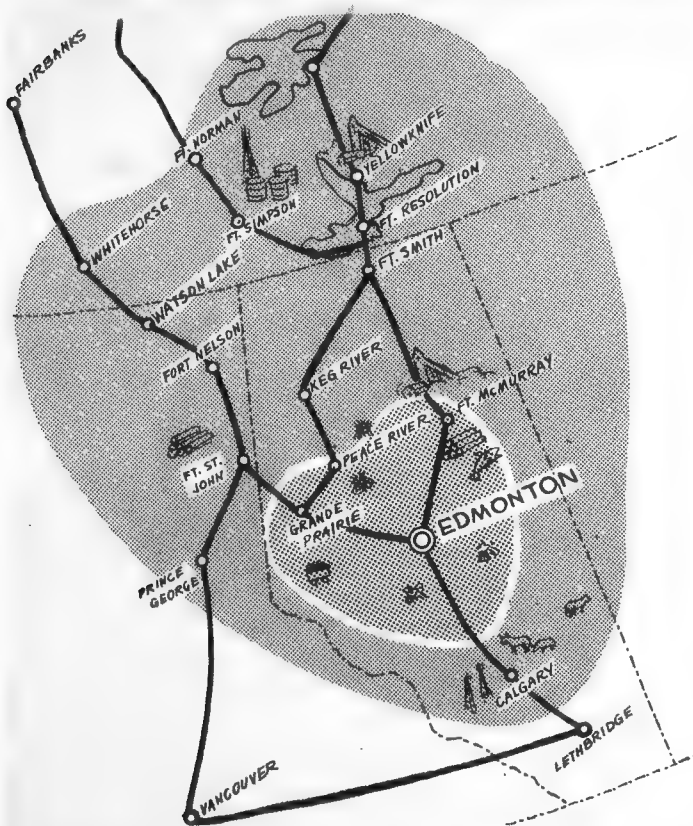


POPULATION IN THOUSANDS

*The TREND is to Edmonton*



# Marketing



LOCATED a few miles south of the geographical centre of Alberta, Edmonton is the heart of a great market. At the hub of a rich agricultural district producing over \$200,000,000 annually, the products of the farmlands pass through Edmonton for world-wide distribution. Timber, fish, salt, bituminous and asphaltic by-products are but a few of the other commodities marketed through Edmonton.

Nor is Edmonton the 'Gateway to the North' in name only, for through this city passes a constant stream of equipment and supplies to the Yukon, the Northwest Territories and Alaska.

And it is through the retail and wholesale houses of Edmonton that a dependable buying population of 400,000 people in a steady income group transacts its business.

Distribution and supply is big business in Edmonton, and with all facilities available, the city is keeping pace with the development of a huge area from the Great Lakes to Alaska, from the Arctic Ocean to the International Boundary.

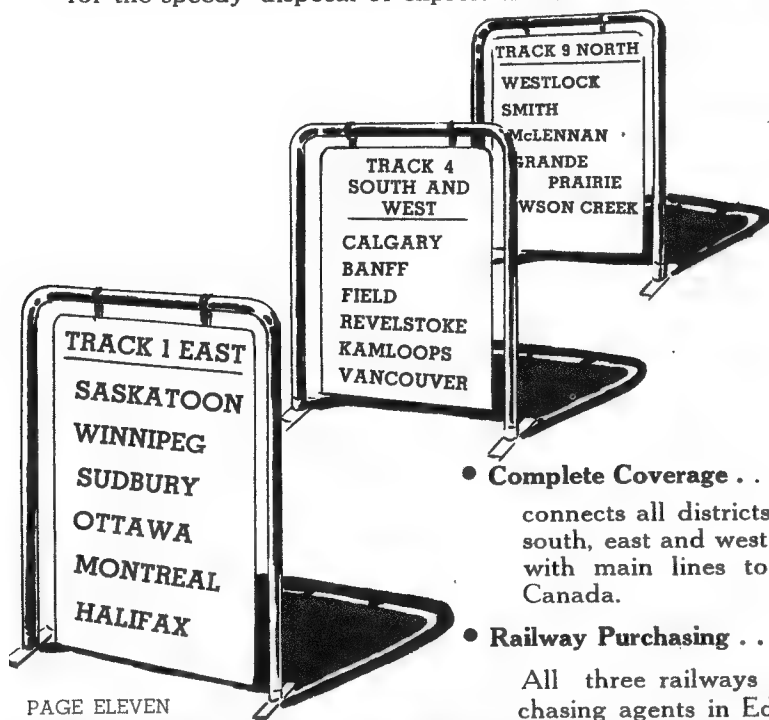
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# Rail TRANSPORTATION

**E**DMONTON, the railhead of Alberta, is the seat of the Alberta division of the Canadian National Railways, a divisional point of the Canadian Pacific Railway, and the headquarters of the Northern Alberta Railways. Complete coverage by branch lines is offered to all districts radiating from Edmonton, linking them with mainline and transcontinental runs to all parts of Eastern Canada and the Pacific coast.

Local freight sheds, with highly organized transfer and storage agencies, are capable of handling all types and amounts of carload, and less than carload freight consignments, with separate departments for the speedy disposal of express traffic.



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## • 3 Railways . . .

to serve you.

## • Freight and Express . . .

speedily handled, transferred or stored, in all amounts.

## • Spur Sidings . . .

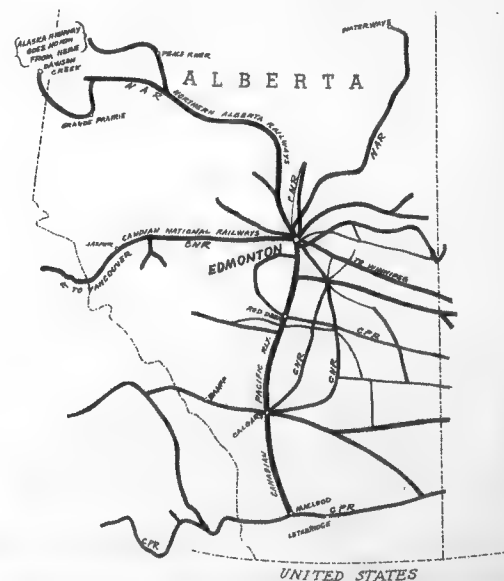
are provided in the industrial and wholesale areas.

## • Complete Coverage . . .

connects all districts to the north, south, east and west of Edmonton with main lines to all parts of Canada.

## • Railway Purchasing . . .

All three railways maintain purchasing agents in Edmonton.

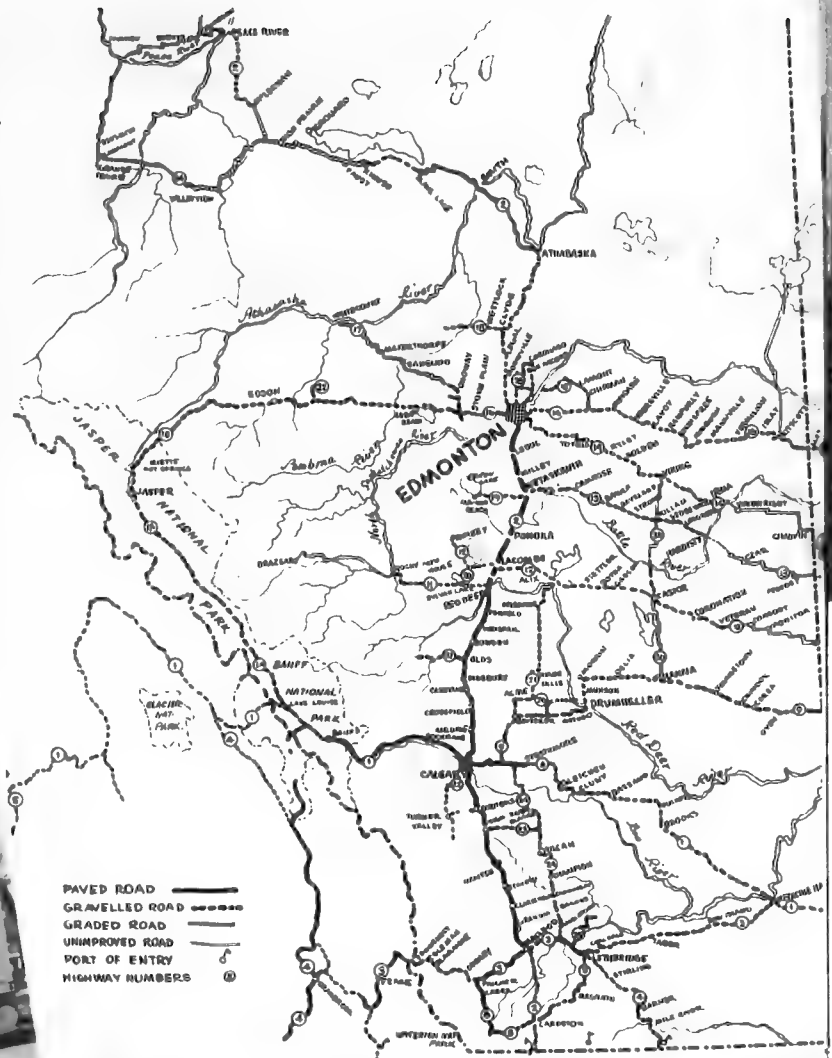


# TRUCK, BUS AND CITY *Transportation*

**F**OR direct line connection, with fast loading and unloading service at the door, huge trucks and semi-trailers form a total of 550 licensed and bonded public service vehicles operating through Edmonton.

Practically every type of common and contract carrier is available within the city, while consignments of freight of all kinds are transported daily from Edmonton over Alberta's highways.

The lines of five major bus companies terminate in Edmonton. Regular daily schedules are maintained, and the divergent routes connect Edmonton with all parts of the province.



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—Wm. Kensit Photo



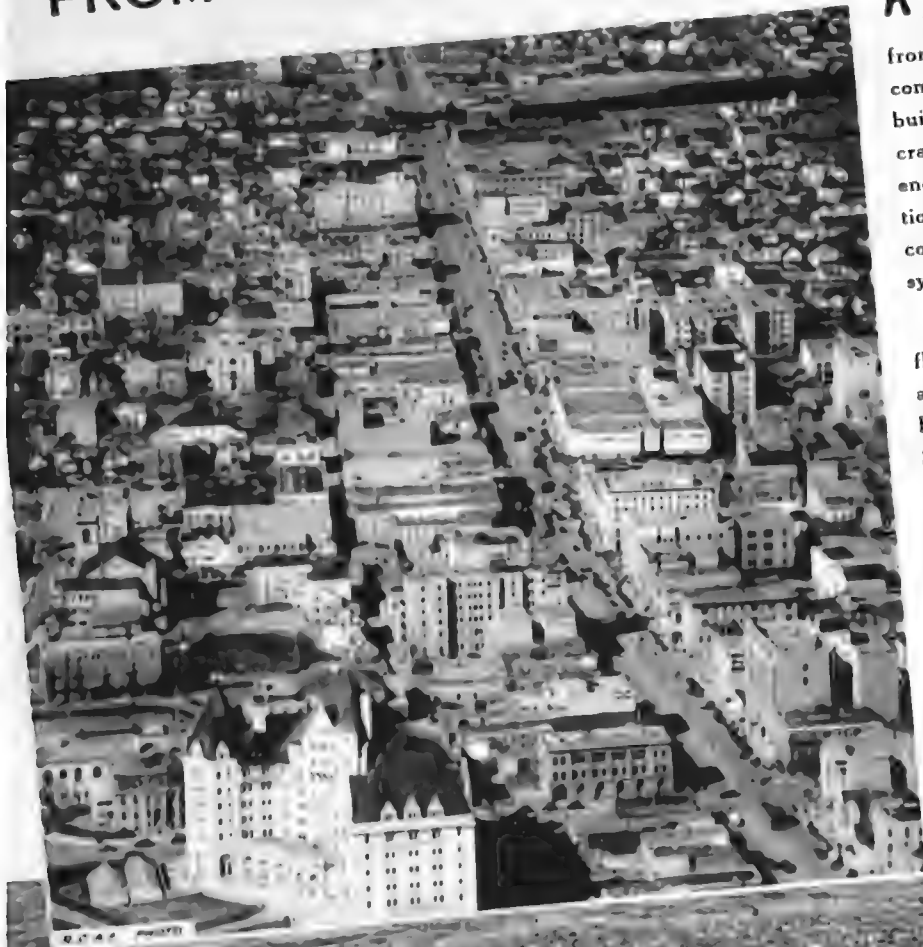


Within Edmonton's boundaries, motor buses, street cars, and electric trolley buses link all sections of the city. Completion of a program of conversion to electric trolley buses will soon provide fast, modern and efficient transportation to its citizens.

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## FROM EDMONTON BY *Air*



**A**IR-MINDED Edmonton has long been a leader in Canadian aviation. Located less than two miles from the business section, the Municipal Airport comprises an area of 750 acres, with runways and buildings costing \$10,000,000. Hundreds of aircraft and quantities of equipment are housed in enormous hangars while the \$100,000 Administration Building is headquarters for meteorology and control offices and an elaborate communication system serving the North and West.

Trans-Canada Air lines maintain four daily flights to and from Edmonton, connecting at Calgary and Lethbridge with transcontinental flights to Eastern Canada, the Pacific Coast and the United States. Contemplated is a direct route to Winnipeg which should be in operation before the end of 1946.

Canadian Pacific Air Lines operate daily (except Sunday) service to Yellowknife, Whitehorse and Fairbanks and regular schedules to other chief points in the North. Freight is a big factor with C.P.A. totalling more than 400,000 ton miles a

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© C.A.P. PHOTO



# PAGE FIFTEEN

well as 15,000,000 passenger miles over the Yukon and Mackenzie River routes in one year.

Besides T.C.A. and C.P.A. smaller companies operate charter services and flying schools. Recent announcements of extended routes by Northwest Air Lines and Western Air Lines from the United States place Edmonton directly on a global air route.

A satellite field 9 miles north of the Municipal Airport is one of the largest on the continent. Twenty miles from the city, at Cooking Lake, a seaplane base is established for northern float aircraft.

Weather conditions ideal for flying prevail in Edmonton all year round—with almost 100% completion of schedules reported.



# Electric Power AND Water

THE CITY OF EDMONTON owns and operates its electric generating station, situated on the banks of the North Saskatchewan river from which the necessary condenser cooling water is drawn, while ample coal supplies are obtained from district mines.

Two modern steam turbo-generators of 15,000 k.w. each, together with one of 10,000 k.w. capacity, and a 4,000 k.w. turbine comprise the present system.

A new 30,000 k.w. turbo-generator, with requisite water tube boilers and auxiliary equipment is now on order, and this extension will increase the capacity to over 70,000 k.w. or 100,000 h.p. Upon completion of the expansion, the plant will be capable of far surpassing the all-time production of 162,835,900 k.w.h. recorded during the year 1945.

The power plant supplies electrical energy to all of the City's other utilities, such as the waterworks, sewage disposal plant, street railway and telephone systems as well as to the electric light and power department for domestic and commercial distribution.

The waterworks and pumping plant occupy a site adjacent to the power plant, and consist of treatment and settling basins which receive water from the river. Edmonton is one of the few cities

of the continent to soften its water to an average of 75 parts per million, and after mechanical filtering and treating the water is driven to the mains.

This plant is presently undergoing an expansion program which will increase the present output of 10,000,000 gallons to 25,000,000 gallons of water per day to provide for expanding future needs.

## AVERAGE WATER ANALYSIS

	Summer Months May to Sept. Inclusive	Winter Months Oct. to April Inclusive
Dry Residue .....	8 p.p.m.	6 p.p.m.
Sodium Chloride (NaCl) .....	5 p.p.m.	5 p.p.m.
Calcium Sulphate (CaSO <sub>4</sub> ) .....	6 p.p.m.	18 p.p.m.
Magnesium Sulphate (MgSO <sub>4</sub> ) .....	28 p.p.m.	27 p.p.m.
Calcium Bicarbonate Ca (HCO <sub>3</sub> ) <sub>2</sub> .....	52 p.p.m.	43 p.p.m.
Magnesium Bicarbonate Mg (HCO <sub>3</sub> ) <sub>2</sub> .....	0 p.p.m.	0 p.p.m.
Sodium Sulphate .....	22 p.p.m.	65 p.p.m.
Aluminum and Iron Oxide (Al <sub>2</sub> O <sub>3</sub> - Fe <sub>2</sub> O <sub>3</sub> ) .....	.....	.....
Silica (SiO <sub>2</sub> ) .....	.....	.....
TOTAL SOLIDS .....	121 p.p.m.	164 p.p.m.
Total Hardness .....	73 p.p.m.	73 p.p.m.
p H Value .....	8.7	8.6
Bacteria Count per Cubic Centimeter .....	3	3
Bacteria Coli .....	Nil	Nil

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Construction of new  
15,000,000-gallon-per-day  
water treatment plant.

Two modern 15,000-  
kilowatt turbine generators.

PAGE SEVENTEEN

## POWER RATES

### THREE-PHASE POWER 220-Volt Service

For 1st	500 K.W. Hours	@	1.2c
For next	1500 "	@	1.1c
" "	3000 "	@	1.0c
All over	5000 "	@	0.9c

Plus a service charge of 50c per H.P. connected or K.V.A. of Demand.

#### Minimum Charge Per Month:

For the 1st 20 H.P. of connected load 75c per H.P. per month.

For that portion of load over 20 H.P. connected load. 50c per H.P. per month.

Minimum bill \$2.25 per month (3 H.P.)

#### Discount:

5% if paid within ten days from date of bill.

Lower rates available for high voltage services on application.

## WATER RATES

### METERED SERVICES

Consumption per Month	Rate per 100 cu. ft.	Min. Charge Per Month
From 0 to 800 cu. ft.	31c	\$ 1.12
" 800 to 1,800 cu. ft.	28c	2.48
" 1,800 to 4,000 cu. ft.	26c	5.04
" 4,000 to 7,000 cu. ft.	23c	10.40
" 7,000 to 13,600 cu. ft.	21c	16.10
" 13,600 to 21,000 cu. ft.	19c	28.56
" 21,000 to 28,000 cu. ft.	18c	39.90
" 28,000 to 36,000 cu. ft.	16½c	50.40
" 36,000 to 100,000 cu. ft.	15½c	59.40
" 100,000 to 500,000 cu. ft.	14½c	155.00
" 500,000 to 1,500,000 cu. ft.	13½c	725.00
" 1,500,000 to 3,000,000 cu. ft.	12½c	2,025.00
" 3,000,000 cu. ft. upwards	11c	3,675.00



## COAL:

The vast deposits of coal underlying Edmonton and district make coal a cheap and plentiful fuel for all purposes. Some thirty mines in the area produce over 450,000 tons per year with capacity for much higher production if required. An approximate average analysis of this free burning sub-bituminous coal may be given as follows:

Moisture .....	24.3 %
Ash .....	5.1 %
Volatile matter .....	29.1 %
Fixed carbon .....	41.5 %

B.t.u. average 8750  
(varying slightly with source and grade)

Speedy delivery by truck and rail at little additional cost over the mine prices shown below assures a reliable year round supply to the consumer's bin.

Mine run .....	\$4.00 per ton approx.
Stoker .....	3.00 " " "
Slack .....	2.00 " " "

## NATURAL GAS:

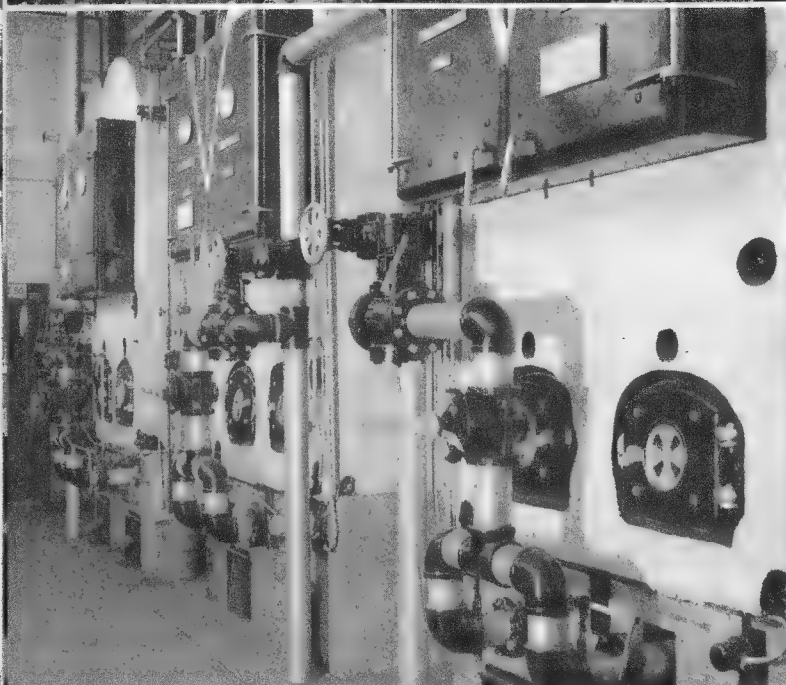
Situated on the edge of the huge Viking-Kinsella field, which contains sufficient reserves for generations to come, Edmonton is provided with a dependable source of natural gas fuel at rates among the lowest, if not the very lowest on the continent.

Odorized for safety, this gas has a specific gravity of 0.6, and an average calorific value of 1059 B.t.u.'s per cubic foot at standard conditions.

The general rate is \$2.00 for the first 4 M cu. ft. or less, with additional consumption at 20c per M cu. ft. Optional schedules are available to commercial and industrial consumers which afford lower average rates as annual consumption increases. Under special rates for large industrial plants, where load factors are favorable, the average annual rate has worked out as low as 11.6c per M cu. ft.

In many industrial areas, gas may be obtained directly from intermediate pressure pipe lines, making it possible to utilize the gas at any desired pressure.

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# Communications

**N**O phase of this large and complex field, so vital to industry and commerce, lacks for adequate facilities in Edmonton. Through the media of the press, radio, telephone, telegraph and cable, communication services for an area of some 750,000 sq. miles, stretching from Central Alberta to the Arctic, are in existence and stand ready to continue their contribution toward future development.

Two daily newspapers provide complete circulation coverage to Edmonton and surrounding districts, bringing to their readers advertising features, local and provincial news, and highlights gathered by the leading press services and correspondents throughout the world.

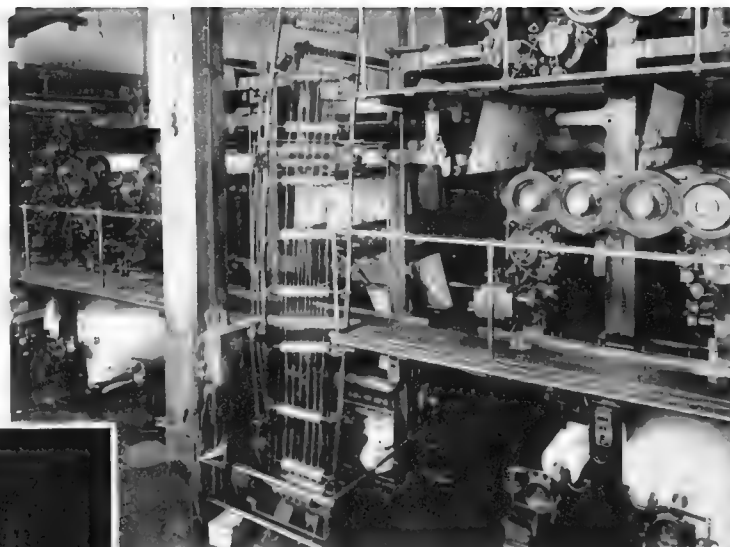
Three radio stations are located in the heart of the city, and offer a wide variety of the best musical entertainment, informative programs and news broadcasts. CJCA is Edmonton's Trans-Canada Network station, CFRN is the Dominion and CBC Network station, and station CKUA, unique in its non-commercial activities, is operated by the Alberta Government Telephones.

To the east, west and south, communication is provided to all parts of Canada and the United States, and beyond by cable to all parts of the world, by Canadian National and Canadian Pacific Telegraphs. To points between Edmonton and the Peace River area and beyond, as well as to the upper terminal of the Mackenzie River water route, service is provided by the Dominion Government and Northern Alberta Railway Telegraphs.

The trading posts, mining fields, and transportation operations of the far north have the facilities of the Royal Canadian Signals with headquarters at Edmonton at their disposal, while points along the Alaska Highway are serviced by the Department of Transport Radio Aviation Division.

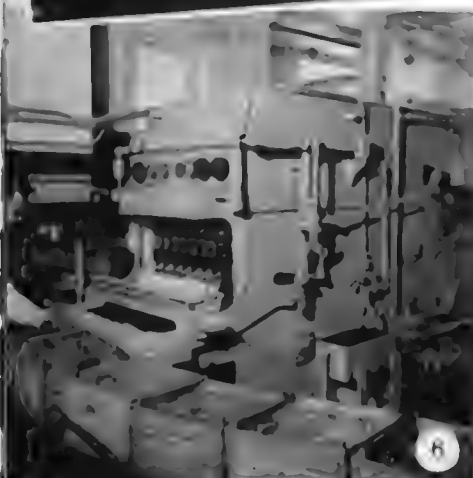
Connection with the Trans-Canada Telephone service is offered in addition to the long distance service within the province provided by the Alberta Government Telephones. The municipally owned City Telephone System serves Edmonton with the finest automatic equipment.

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## A CROSS-SECTION OF *Industry*



1. One of four major packing plants.
2. Prefabricated dredge
3. Garment factory
4. Garment pattern cutting
5. Paint and varnish manufacture
6. Dairy bottle sterilizing
7. "Part of one day's kill"

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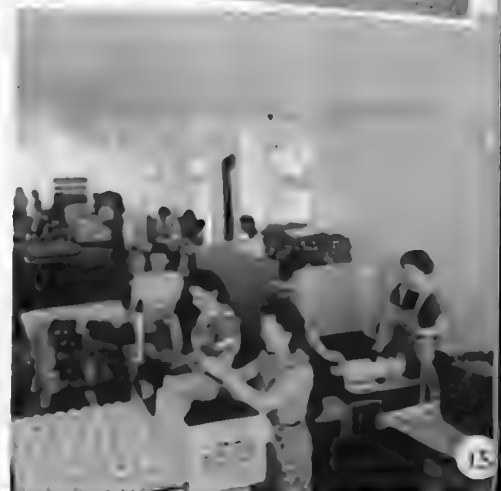
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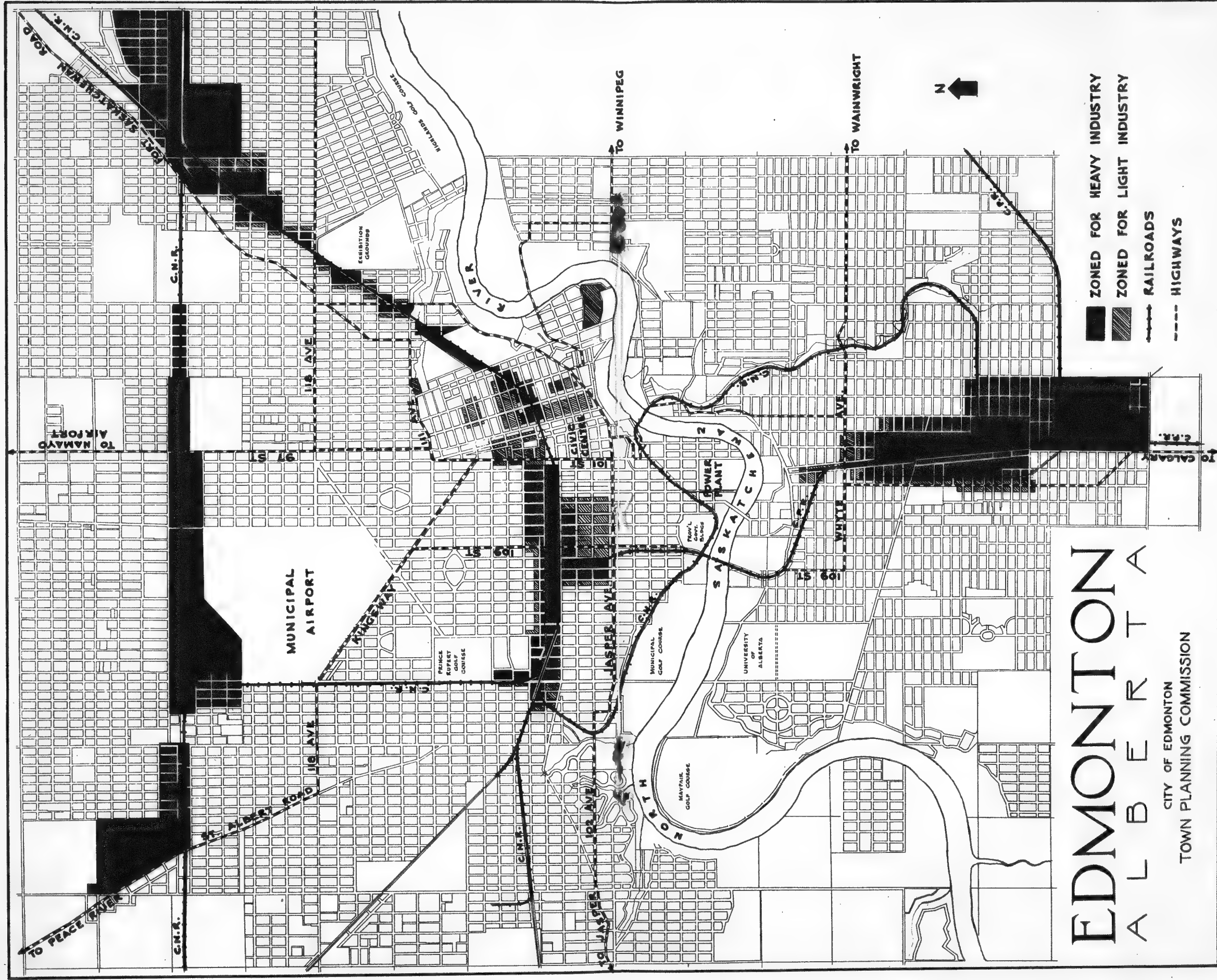
- 8. Plywood boats and canoes
- 9. Beef room of a packing plant
- 10. Complete aircraft assembly
- 11. Bakery general offices
- 12. Machine Shop Interior
- 13. Poultry processing plant
- 14. Dried egg powder processing
- 15. Packaging biscuits from the ovens

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15

# MAP OF THE CITY OF EDMONTON SHOWING PROPERTIES ZONED FOR INDUSTRIAL PURPOSES



The areas shown above include many choice sites largely owned by the City of Edmonton which are available for light and heavy industry. Industries on property not zoned for industrial purposes are presently classified as non-conforming uses. Write to the Industrial Commissioner, Edmonton, Alberta, for full details.

# Sites FOR NEW INDUSTRIES

THE requirements for any industrial site can be filled in the Edmonton area. Locations of various shapes and sizes can be acquired at points which provide easy access to highway and railway transportation facilities. Few construction problems confront the builder on the broad flat



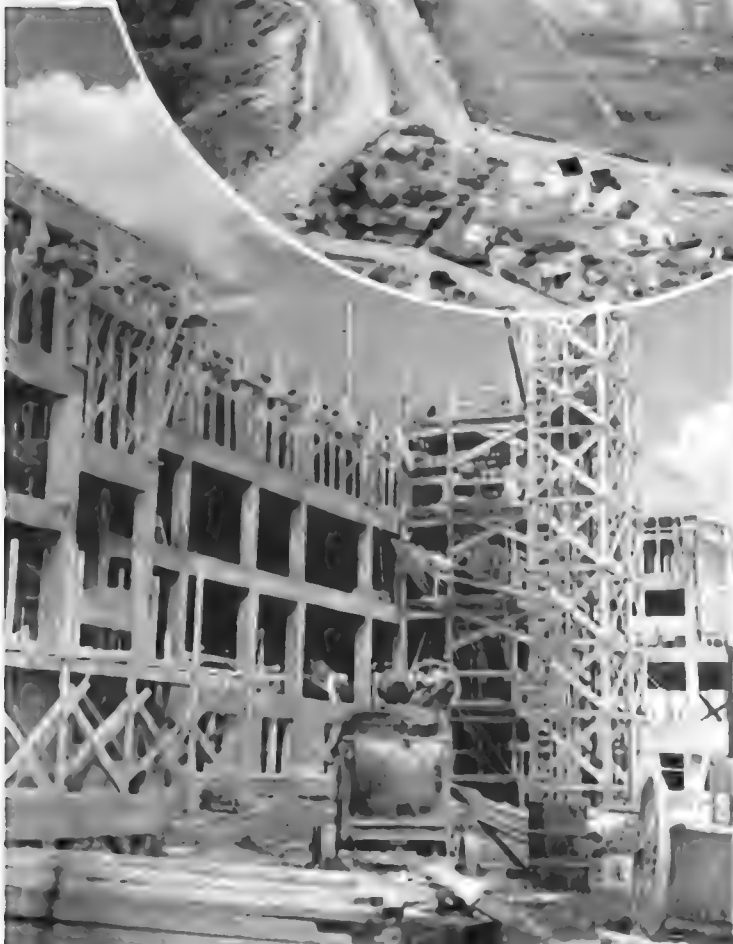
R.C.A.F. PHOTOS



expanses of land, and the extension of water, light, gas and power utilities requires a minimum of effort. City zoning by-laws in existence place certain restrictions on exceptional industries, however the huge area of 41.8 square miles offers desirable land in tracts suitable for small plants, or in large acreage for heavy industry. Confidential and detailed information regarding the availability, price and accessibility of sites is maintained in the files of the Edmonton Industrial Commissioner's Office for the convenience of prospects, and maps can be secured, on request, from the Industrial Commissioner showing the sites presently available.

◆ 1946  
Construction  
Projects ↓

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## LABOR AND *Labor Relations*

**E**DMONTON is fortunate in having an adequate supply of labor from which industry may draw. The revolutionary changes toward mechanization of the farming industry have released large numbers of young people who are willing and anxious for employment in industry. In addition, the clearing house system of the National Employment Service makes available a supply of specialized labor from all parts of the province and dominion.

The good record of Edmonton for pleasant and harmonious employer-employee relations has been well established for many years. The majority of organized labor of the City are members of the Trades and Labor Congress of Canada and the American Federation of Labor, represented by experienced leaders, and governed by sane constructive policies.

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The enactment of labor legislation within the Province of Alberta has long been a governing factor in promoting a relationship of understanding between management and labor.

The Hours of Work Act, Minimum Wage Acts, Industrial Conciliation and Arbitration Act, Labor Welfare Act and the regulations of the Board of Industrial Relations have all been placed on the statutes to further and maintain mutually satisfactory conditions.



## RICH IN *Agriculture*

**A**LBERTA, with its soil zones ranging from the brown soils of the south-east to the grey wooded areas of the north and west, is able to produce a variety of high quality agricultural products.

Edmonton, the capital city of this rich agricultural province, is located in the black soil zone within which are to be found 42% of Alberta's farmers. An indication of the stability of agriculture in the black soil zone can be drawn from the estimate that 75% of its farmers are owners of the farmlands.

Wheat, coarse grains, forage crops, milk, beef, swine and poultry are some of the farm commodities produced in plenty, and make up a considerable share of the basic foods of the world.

The black soil zone is the largest producer of coarse grains, and 59% of the oats acreage, and 68% of the barley acreage is located within this area. It is also a heavy producer of fodders and feeds.

Cattle marketings in Alberta totalled nearly \$50,000,000 in 1945, and prices are continuing upward with improved qualities. A keen demand for all classes of breeding stock is increasingly evident, and the quality of Alberta's cattle has gained wide recognition.

Central Alberta is a leader in swine production, and Alberta topped Canada's production during the years 1943 and 1944. The latter year saw a record number of about 3,000,000 head,

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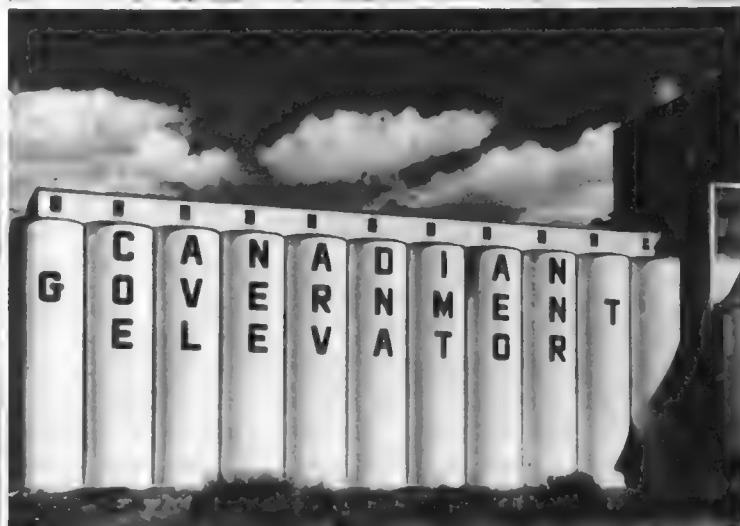
more than three times the production of 1939. Here again the black soil zone is predominant, accounting for 60% of the province's total swine production.

Dairying is fast becoming a scientific and highly lucrative business, and the milk sheds of the black soil zone contain more than half the province's milk cows. Similarly a high percentage of the creameries and cheese factories are located within this area, contributing a major portion to the 1945 factory value of over \$34,000,000.

North-west of Edmonton, the Peace River district, world famous for its prize crops, now has over one and one quarter million acres under cultivation, with nearly 300,000 head of quality stock grazing on the pasture lands. Through Edmonton pass the products of this district to world-wide markets.

The people of Alberta are ever alert to this increasingly important industry. The Faculty of Agriculture of the University, and the Alberta Department of Agriculture in Edmonton, follow policies designed to develop agriculture in Alberta still further.

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## CENTRE OF A *Timber Area*

**E**DMONTON holds an unchallenged position, both present and future, as the centre of the timber industry of the Province. Official figures recently published covering the period January 1st, 1944, to March 31st, 1945, show that 88% of the total lumber production of over 334,000,000 f.b.m., and 84% of over 3,000,000 railway ties came from the Edmonton district. This district covers a large area to the West, North-west and North with Edmonton at the hub. In the Edson and Winfield areas of the West, the heaviest production of the province has taken place and large stands of white spruce and lodge pole pine still exist. In addition, heavy present growth makes possible the future cutting of areas already worked.

In the Whitecourt region, north and west across the Athabasca River are vast regions of white spruce and lodge pole pine with small amounts of jack pine, which for all purposes are practically untouched. This region is tapped by the Canadian National and Northern Alberta Railways.

North to the region of the Lesser Slave Lake are still further reserves of white spruce, lodge pole pine and jack pine, accessible through the main line of the Northern Alberta Railway.

White spruce and pine grow in abundance in the Grande Prairie region. However much of the area, because of the

distance from the railway, is presently considered inaccessible. This country is served by several large rivers which eventually cross the rail at different points.

North-west, to Lac La Biche, are the most valuable and largest reserves of untouched timber, immediately accessible in the area east of the branch line of the Northern Alberta Railway.

No inroads have been made on the valuable species at this point.

In addition to spruce and pine, Alberta boasts unlimited resources of poplar. General use of this type in the manufacture of plywood and furniture, while yet in its infancy, has great potentialities. Western white spruce, having the distinction of being non-odorous, excels as box material, and with its fine texture and workability is second to none for this purpose. Spruce has also earned a superior position in the export market, and trade has recently developed with South Africa, United Kingdom, Palestine and other countries as well as the large percentage exported to the United States. Although no inventory has been taken of the timber resources of the regions mentioned, within these areas are to be found the preponderance of present and future merchantable timber of the province.



Mill pond, showing jack ladder



Grading and sorting rough lumber for dry piling

# Climate

**R**EMARKABLY free from wind and dampness, Edmonton enjoys a pleasant climate. Average wind speeds are the lowest of the prairie province cities, and because of Edmonton's location on the leeward side of the Rocky Mountain barrier, westerly breezes are dry, and relative humidity averages are low.

Month by month throughout the year, too, Edmonton records an exceptional degree of sunshine.

Summer temperatures seldom exceed 90 degrees, and nights are cool and pleasant. There is ample rainfall during the growing season to produce the finest crops in the West.

During the winter, proximity to the Rockies provides opportunity for warm dry breezes known as 'Chinook' winds to bring thawing temperatures to the area. Extremely cold spells do not last for more than five or six days, and snow depths average 7 inches, seldom exceeding 14 inches.

Winds are particularly light during the winter-time, and heating of buildings seldom presents serious problems.

Edmonton's is a healthful, invigorating climate.

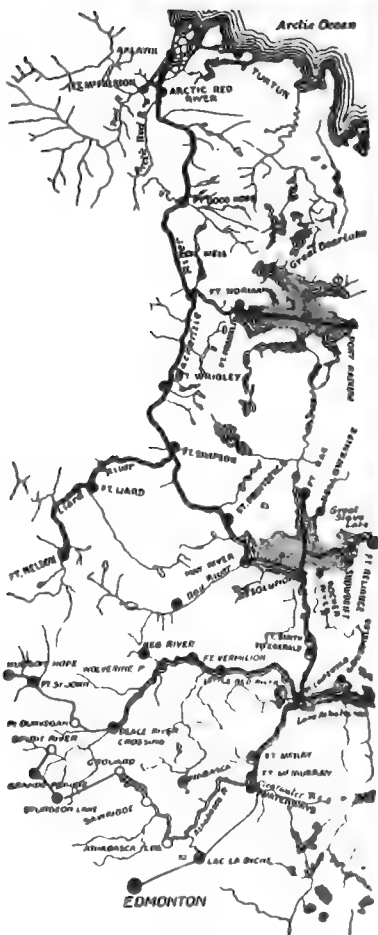
## Mean Values

	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Annual
Daily Max. Temp. ...	16	22	34	52	64	69	74	72	63	52	33	23	48
Daily Min. Temp. ...	-3	01	12	29	38	45	49	47	38	30	16	6	26
Monthly Temp. ....	6	11	23	40	51	57	62	60	51	41	25	14	37
Relative Humidity ...	80	80	72	58	55	65	64	52	71	64	86	88	70
Rainfall .....	0.04	0.01	0.05	0.52	1.76	3.34	3.27	2.46	1.23	0.44	0.08	0.06	13
Snowfall .....	8.7	6.6	7.4	4.4	1.8	0.0	0.0	0.0	1.0	3.8	8.2	8.1	50
Hours of Sunshine ...	84	116	166	227	266	246	312	275	189	156	97	77	2211
Wind Speed .....	7.4	8.1	9.4	10.9	10.3	9.6	8.6	8.5	8.2	8.6	8.1	7.6	8.8

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—Wm. Kensit Photo





## DOWN *North* from *Edmonton*

THE mighty waters of the Peace, Athabasca, Liard and Mackenzie rivers and their tributaries form an inland water highway unequalled in natural beauty. During the open season the route is traversed by steamers, motor vessels and barges operating from McMurray to the Arctic Land of the Midnight Sun. Vessels crossing the huge lakes provide for the constant stream of machinery, equipment and supplies to the mining fields of the region. In the far North, calls are made almost daily at the trading posts and settlements, to deliver the variety of goods required by the traders and people.

Plying upstream, the barges of 400 ton capacity disgorge the products of the North at the lower terminus. Valuable gold, silver, copper and uranium ores from the mining regions; bituminous products from the deposits centred near McMurray; oil and its by-products from the Norman Wells; fish for the table of America—all form part of the return cargo.

Strategically situated at the port of entry to this wealthy and yet to be developed country, Edmonton is the natural Gateway to the North. Connected to this huge territory by the Northern Alberta Railways line to Waterways, Edmonton has become the wholesale and jobbing centre for northern requirements, and distributing point for its products and peoples.



# NORTHERN *Development*

THERE is developing in the territories north of Edmonton a major metal mining field which may turn out to be one of the largest fields in Canada. Present production emphasizes gold, silver, copper and uranium, while many of the rarer metals such as beryllium and tantalum are being developed. These metals are encountered in an area within the Precambrian shield which extends eastward from Fort Smith and the centre of Great Bear Lake to the Hudson's Bay, and northward from the south shore of Great Slave Lake to the Arctic.

Yellowknife, at the mouth of the river of the same name, is centre of the field adjacent to Great Slave Lake. At this point five mills are presently operating, three more are immediately contemplated, and many properties are being diamond drilled. Northward, at Great Bear Lake, are two mines, both very rich at surface levels in silver. One is also the principal world source of uranium, outside of the Belgian Congo, and development at the other mine is at present under way.

In the region north of the lake, copper has been actively prospected during recent years.

A major shallow oil field is located north of Fort Norman (west of Great Bear Lake) and 67 wells are producing excel-

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Looking north from the old townsite of Yellowknife.





Looking from Yellowknife toward the Giant Yellowknife Gold Mines.



From Latham Island looking toward Yellowknife.



lent paraffin base crude oil which is refined at the site and distributed to the mining fields by tank barges. Prospecting for oil is also being carried out on the shores of Great Slave Lake. Lignite coal is also found near Fort Norman, and at Point Douglas on Great Bear Lake, and various sub-arctic regions.

Along the Athabasca river are thousands of square miles of asphaltic sands capable of being processed for the recovery of oil and asphalt products. Underlying the Waterways and McMurray districts are beds of pure coarse and fine salt, with reserves estimated in the millions of tons. Here, too, production is becoming well established.

Access to these areas is by air and the well established water route from the railhead at Waterways. Transportation during the winter months will be increased upon completion of the Provincial-Dominion government jointly financed road from the railroad at Grimshaw to Hay River on Great Slave Lake. A large hydro-electric power plant being constructed on the Snare River will augment the present power supply.

Edmonton is the geographical trading centre for this entire area, and looks forward with confidence to its future as the Gateway to the North.



## Services

**E**DMONTON'S fire-fighting organization is considered the best equipped in Western Canada, and operates from five fire halls throughout the city. The department has gained an enviable reputation for efficiency, and the modern equipment includes an automatic alarm system to which 194 street boxes and 32 sprinkler alarms are connected. A three platoon system is in effect with a total complement of 163.

Police protection is provided to Edmonton's citizens by a staff of more than one hundred officers. Constables and plain clothes detectives as well as radio equipped motorcycles, prowler cars and patrol wagons police given sections on a 24 hour basis. Strategically placed direct line telephones provide quick contact to headquarters from all parts of the city. A corps of Commissioners and special operators patrol private sites and wholesale areas at night. Although the flow of vehicular traffic has increased in recent years, the number of traffic accidents has decreased.

The Edmonton Travel Bureau has been established to provide tourists with data, maps and full information regarding travel facilities, and the auto camp operated by the Alberta Motor Association offers fully modern accommodation.

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# Recreation

**A** RECREATION Commission is established in Edmonton, and has as its specific aim the health, welfare and enjoyment of the citizens. Edmonton covers an area of 26,777 acres of which almost 10% is set aside in golf courses, athletic parks, playgrounds and the zoo. This percentage is three times the area utilized by fifty-seven other Canadian cities.

Four attractive athletic parks cater to baseball games, flood-light rugby, track and field sports, cricket and fastball. Five inviting golf courses—within easy reach of all parts of the city—provide a challenge to golfers of every handicap. Swimming pools—tennis courts—bowling greens—playgrounds under trained supervisors—skating rinks—ski slopes and a large artificial ice arena give variety to sports facilities.

Great interest is taken in musical clubs and amateur theatricals, service and social organizations, and newcomers to the city can readily participate in any chosen field.

Lake resorts are within pleasant driving distance of Edmonton, and longer holidays at Jasper and Banff National Parks, both accessible to the city, are popular with the citizens.

The hunter and angler, too, can test their skill, for Edmonton centres one of the largest areas on the continent for bird shooting, big game hunting or fishing.

Edmonton is proud of her recreational facilities, all of which combine to make the city a more enjoyable place in which to live.

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—Wm. Kenait Photo



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## Education

**S**TUDENTS enrolled at the University of Alberta, which enjoys an excellent record of achievement, may obtain degrees in eleven specialized fields, and follow studies in supplementary lines. Grouped on attractive grounds, handsome buildings comprise lecture halls, laboratories, residences and gymnasium. An additional section of some 700 acres, removed from the campus proper, is devoted to experimental work in agriculture. Attendance during the 1945-46 season totalled 3,447 and a large increase is expected for the fall term.

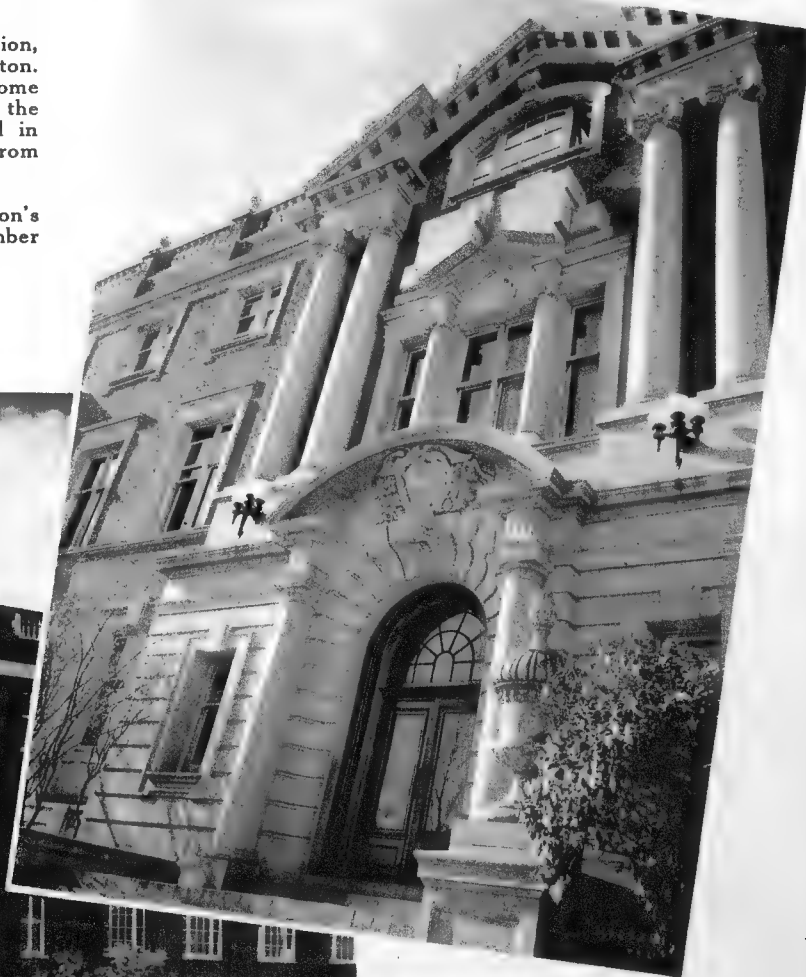
The Research Council of Alberta is closely allied with the University.

For each grade, from kindergarten to high school graduation, there are fine, modern schools in every district of Edmonton. In addition to general academic studies, courses including home economics, commerce and manual training are offered to the students. Particular attention is given to those interested in arts, music and vocations requiring training which varies from the usual curriculum.

For the spiritual guidance of the people, Edmonton's churches, representing practically every denomination, number well over a hundred.

The Edmonton Public Libraries boast the third largest reading public of Canadian cities, regardless of population. In addition to the regular lending service, the Edmonton Public Library Board sponsors musical evenings featuring local concert talent and recordings of famous artists. Edmonton's travelling Street Car Library, serving the suburbs and outlying districts, is the only Library vehicle of its type in the world presently operating.

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# MOUNTAIN *Playgrounds*

EDMONTON might well be termed the front door to one of Canada's most famous mountain playgrounds, Jasper National Park.

Comprising an area of over 4,000 sq. miles, rich in the beauties of mighty peaks, rugged canyons and rushing rivers, the entrance to the park is 203 miles west of Edmonton.

The town of Jasper, situated almost in the centre of the park, is 32 miles within the park boundary. Tourist accommodation is available within the town, while 3 miles distant is the beautifully appointed Jasper Park Lodge, a luxurious bungalow type hotel.

The endless vista of mirroring lakes, snow capped peaks, waterfalls and glacial ice fields within the park are accessible by foot, saddle pony or motor, and provide a constant source of wonder and delight.

For the sportsman, riding, swimming in open pools, fishing, golfing on fine greens, or a fast set of tennis offer ample recreation and relaxation.

The long straight stretches and easy grades of the Banff-Jasper Highway provide a direct route to Banff National Park which is linked by connecting highways to all points in Western Canada and United States.

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# List of Products and Articles Which Can Be Manufactured in Edmonton

## **Foodstuffs**

Animal and fowl feed  
Baking powder  
Biscuits, crackers and pretzels  
Blended and prepared flour  
Candy and confectionery  
Cereal preparations  
Cheese  
Creamery butter  
Cooking fats and oils  
Ice Cream  
Macaroni, spaghetti and vermicelli  
Prepared meats  
Prepared and dressed poultry  
Sausages and casings  
Vinegar

## **Textile and Fibre Products**

Canvas goods  
Carded wool  
Hats and caps (except felt and straw)  
Fur coats, garments and accessories  
Jute goods  
Knitted wear  
Millinery  
Neckwear  
Shirts  
Suits  
Women's wear  
Work and sport clothing  
Work gloves

## **Lumber and Timber Products**

Containers, box and paperboard  
Cooperage  
Veneer  
Logging sleighs and equipment

## **Sashwork**

Upholstered furniture  
Window shades  
Wood excelsior

## **Chemical and Allied Products**

Asphalt shingles  
Carbon and lampblack  
Cleaning and polishing preparations  
Cosmetics  
Fertilizers  
Paint and lacquers  
Roof coating  
Soap  
Glue

## **Leather and Leather Products**

Footwear (except rubber)  
Leather, tanned  
Leather mitts and gloves  
Saddlery  
Suitcases and luggage

## **Stone and Clay Products**

Brick and structural tile  
Concrete products  
Wallboard and building insulation  
Glass

## **Miscellaneous**

Agricultural equipment  
Batteries  
Boats and dredges  
Brooms and brushes  
Feather and plumed goods  
Steel barrels  
Gas burners

# Statistically Speaking

The measure of any municipality's progress is readily seen by a glance at its statistics. And one glance at the figures shown below indicate the strides by which Edmonton is progressing.

If any additional information is desired on any phase of Edmonton's commercial and industrial development, the office of the Industrial Commissioner, Edmonton, will be pleased to furnish such data on request.

Population	Building Permits	Bank Clearings
	No. Value	
1921 - - 58,827	1921 - - 485 - \$1,563,696	1921 - \$260,288,619
1925 - - 65,385	1925 - - 509 - 1,481,890	1925 - - 239,350,281
1930 - - 77,577	1930 - - 2,056 - 4,309,935	1930 - - 293,550,899
1935 - - 81,261	1935 - - 651 - 676,535	1935 - - 199,411,079
1940 - - 91,723	1940 - - 1,442 - 2,636,870	1940 - - 217,964,792
1941 - - 93,924	1941 - - 1,937 - 3,422,925	1941 - - 265,023,348
1942 - - 96,825	1942 - - 1,808 - 3,367,720	1942 - - 323,049,992
1943 - - 105,536	1943 - - 2,654 - 6,720,130	1943 - - 433,430,208
1944 - - 108,416	1944 - - 2,549 - 5,759,105	1944 - - 486,241,682
1945 - - 111,745	1945 - - 3,161 - 7,988,348	1945 - - 519,306,233
1946 - - 114,976	to July 31/46	to July 31/46
Excludes West Jasper Place and Beverly Suburbs	2,578 - 10,142,204	358,104,987

Comparative Municipal Statistics					
	1941	1942	1943	1944	1945
Assessed Valuation for taxation.....	\$56,228,000	\$57,654,500	\$59,051,255	\$69,924,660	\$73,593,500
Gross tax levy.....	3,675,918	3,747,370	3,695,389	4,221,566	4,401,216
Total collected (including arrears and discount).....	4,140,057	4,312,146	4,593,304	5,206,916	5,522,348
Percentage of current taxes collected.....	86.36%	88.56%	92.22%	93.86%	94.70%
Percentage to levy of total taxes collected (including arrears).....	112.63%	115.07%	124.30%	123.34%	125.47%
Gross earnings public utilities.....	5,172,090	5,668,017	6,644,522	7,316,482	7,599,697
Net surplus (less taxes).....	1,091,756	1,090,338	1,126,069	1,226,481	1,221,581
Street Railway Passengers.....	17,177,517	21,348,690	30,720,318	32,100,253	34,030,535



Airport area ..... 750 acres  
     Concrete strips,  
     runways, aprons ..... 664,036 sq. yds.  
 Altitude ..... 2,182 ft.  
 Area of city ..... 41.84 sq. miles  
 Banks including branches ..... 19  
 Hospitals ..... 7  
     Bed capacity including bassinets ..... 2,066  
 Hotels excluding apartment hotels ..... 23  
 Land Sales 1945 ..... \$1,003,795  
 Livestock receipts 1945 ..... \$59,801,569  
     Number of head ..... 1,707,400  
 Mill rate ..... 49.50  
 Parks and playgrounds ..... 2,146 acres  
 Population ..... 114,976  
     Including suburbs (approx.) ..... 122,000  
 Power sold 1945 ..... 117,605,000 Kw. hrs.

Residences—  
     Single Family—Owner occupied ..... 13,538  
                             Tenant occupied ..... 6,827  
     Total dwelling units  
         including apartments ..... 27,483  
 Retail store volume 1945 ..... \$83,000,000  
 Schools Public ..... 37  
     Separate ..... 19  
     Attendance approx. .... 18,500  
 Sewers ..... 228 miles  
 Sidewalks ..... 300 miles  
 Streets ..... 408 miles  
 Street Railway Electric buses ..... 30  
     Motor buses ..... 14  
     Street Cars ..... 75  
 Utility Connections  
     Electric meters ..... 31,549  
     Gas meters ..... 19,971  
     Telephones ..... 25,777  
     Water meters ..... 22,162

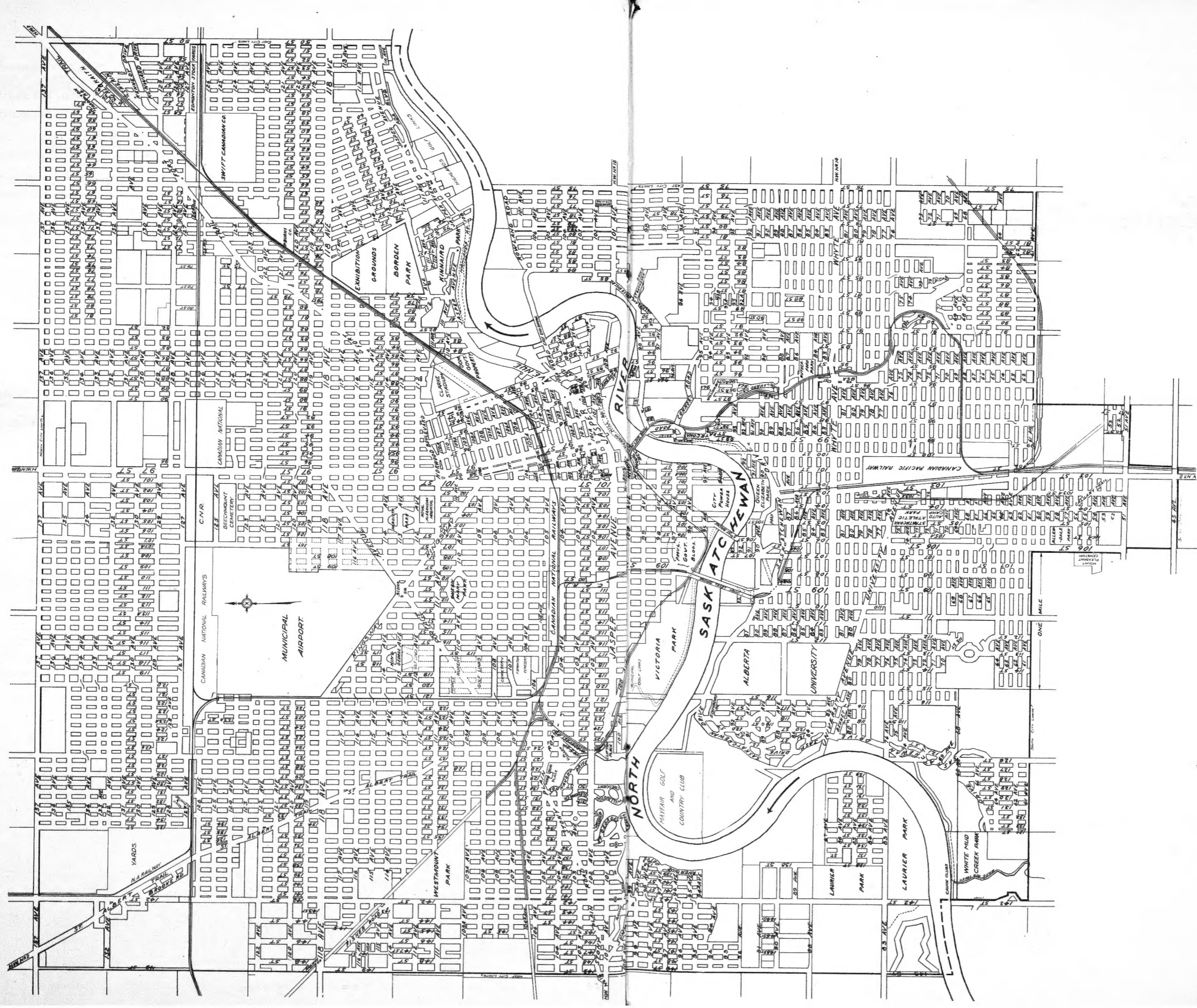
**COST OF LIVING IN EDMONTON AS COMPARED WITH SEVEN CANADIAN CITIES**  
 (The Labour Gazette—May, 1946)

<b>EDMONTON</b> .....	<b>118.3</b>	Halifax .....	120.3
Winnipeg .....	118.4	Saint John .....	120.6
Vancouver .....	119.3	Saskatoon .....	121.7
Toronto .....	119.3	Montreal .....	123.1

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# THE CITY OF EDMONTON



Official street map of the City of Edmonton showing numbers and names of streets and avenues.  
Revised to January, 1945.

# *Appreciation*

H. F. Amess

Stewart-Lovick Ltd.

Ernest Brown

Wm. Kensit Studio

McDermid Studios Ltd.

Publicity and Travel Branch  
Publicity and Promotion Service  
Province of Alberta.

and to all who contributed  
to the publication of this brochure.

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